

Message Text

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PAGE 01 SAO PA 01187 210919Z
ACTION EB-08

INFO OCT-01 ARA-14 ISO-00 CIAE-00 DODE-00 PM-05 H-02
 INR-10 L-03 NSAE-00 NSC-05 PA-02 SP-02 SS-15
 ICA-20 AID-05 TRSE-00 STR-07 OMB-01 CEA-01
 COME-00 FRB-01 XMB-04 OPIC-06 LAB-04 SIL-01
 AGRE-00 DOE-15 SOE-02 IO-14 /148 W
 -----123571 220430Z /63

R 201913Z APR 78
FM AMCONSUL SAO PAULO
TO SECSTATE WASHDC 8458
INFO AMEMBASSY BRASILIA
AMCONSUL RIO DE JANEIRO
AMCONSUL RECIFE
AMCONSUL PORTO ALEGRE
AMCONSUL SALVADOR

UNCLAS SAO PAULO 1187

E.O. 11652: N/A
TAGS: ETRD, BEXP, BR
SUBJECT: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL EXPORT
POLICY

REF: STATE 95673

1. WE PROPOSE THAT THE TASK FORCE DIRECT THE WORKING LEVEL
GROUP OR PERHAPS A SEPARATE SUB-GROUP TO STUDY THE APPLICATION
OF COMPUTERS TO EXPORT PROMOTION PROGRAMS IN THE FIELD. THIS
STUDY WOULD INCLUDE EVALUATION OF PRESENT COMPUTER SYSTEMS IN
WASHINGTON WHICH SERVICE OVERSEAS POSTS, AND THE FEASIBILITY
OF SUPPLYING MINICOMPUTER SYSTEMS TO POSTS WITH SIZEABLE TRA-
DE PROMOTION PROGRAMS.

2. WE EXPECT THAT THE TASK FORCE WILL DEVELOP NEW EXPORT PRO-
MOTION INITIATIVES REQUIRING EVEN GREATER AND MORE EFFECTIVE
EFFORTS FROM OVERSEAS POSTS. MINDFUL OF CONSTRAINTS THAT WILL
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PAGE 02 SAO PA 01187 210919Z

BE PLACED ON STAFFING LEVELS BY THE FY 1980 GOALS OBJECTIVES AND
RESOURCE MANAGEMENT (GORM) PROCESS, WE CANNOT EXPECT SIGNIFI-
CANT INCREASES IN STAFF TO MEET THESE NEW REQUIREMENTS. EFFEC-
TIVENESS AND EFFICIENCY RATHER THAN NUMBERS OF STAFF MUST BE
INCREASED, AND COMPUTERS-WHICH HAVE SUPPLEMENTED HUMAN RESOUR-
CES SO WELL IN WASHINGTON AND ELSEWHERE - COULD BE A SOLUTION.

3. THE DEPARTMENT OF COMMERCE HAS BEEN UTILIZING COMPUTERS FOR PROGRAMS WSUCH AS THE WORLD TRADERS DATA REPORTS (WTDRS) AND THE TRADE OPPORTUNITIES (TOP), AND IS PROPOSING A NEW COMPUTERS BASED SERVICE, THE EXPORTER" IS AGENT INFORMATION SYSTEM. IN CONTRAST, THE INFORMATION STORAGE, RETRIEVAL AND DISSEMINATION SYSTEMS AT MOST POSTS PROBABLY HAVE NOT CHANGED SIGNIFICANT SINCE THE DAYS WHEN ALL WTDRS WERE PRINTED IN ONE BIG BOOK. AT POSTS WITH SIZEABLE COMMERCIAL PROGRAMS, AN INORDINATE AMOUNT OF PERSONNEL RESOURCES ARE EXPENDED ON THE PREPARATION AND TYPING OF MAILING LISTS, ADDRESSING ENVELOPES ETC. WE HAVE UTILIZED WASHINGTON BASED COMPUTER SERVICES SUCH AS THE FOREIGN TRADERS INDEX (FTI) WHENEVER POSSIBLE BUT IN OUR VIEW, THESE SERVICES HAVE NOT BEEN ADEQUATE. FOR EXAMPLE, THE FTI LISTING FOR BRAZIL TOTALS ABOUT 5,500 FIRMS AND INSTITUTIONS BUT ONLY APPROXIMATELY ONE THIRD OF THIS LISTING IS UP-TO-DATE. AN AVERAGE COUNTRY-WIDE MAILING LIST FOR A SAO PAULO TRADE CENTER SHOW NUMBERS 10,000. MAILING LISTS FOR TRADE MISSIONS AND CATALOG SHOWS FOR JUST GREATER SAO PAULO AREA USUALLY INCLUDE 1,000 OR MORE NAMES. THE PRESENT PROCEDURES FOR POSTS UPDATING OF THE FTI REQUIRE CONSIDERABLE PERSONNEL RESOURCES.

4. RECENT DEVELOPMENTS IN COMPUTER TECHNOLOGY AND PRODUCTION TECHNIQUES MAKES IT POSSIBLE TO PROVIDE SYSTEMS TO POSTS AT REASONABLE COST. WE NOTE THAT A BASIC HOME COMPUTER SYSTEM IN THE U.S. CAN BE PURCHASED FOR LESS THAN THE COST OF ONE IBM ELECTRIC TYPEWRITER. A SUITABLE SYSTEM FOR THE SAO PAULO TRADE UNCLASSIFIED

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PAGE 03 SAO PA 01187 210919Z

CENTER AND THE ECONOMIC/COMMERCIAL SECTION (WITH AMPLE CAPACITY FOR USE BY ICA AND OTHER DEPARTMENTS AND AGENCIES AT THIS POST) WOULD COST APPROXIMATELY \$25,000 OR A LITTLE MORE THAN TWO TYPING MACHINES.

5. IF OUR SUGGESTION IS APPROPRIATE FOR FURTHER CONSIDERATION BY THE TASK FORCE, WE WOULD BE PLEASED TO PROVIDE FURTHER BACKGROUND AND RATIONAL, AND TO PARTICIPATE IN ANY FUTURE EVALUATION PROGRAM.

6. COMMERCIAL COUNSELOR CONCURS.
CHAPIN

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